

**Job Title:** Supporter Engagement and Legacies Marketing Executive

**Reports to:** Supporter Engagement and Legacies Marketing Manager (Secondment)

**FTE:** Full time, permanent. 37 hours per week

**Location:** Hybrid – 3 days from London Office

**Salary:** £31,500

Are you interested in working for an organisation making a real difference to the lives of young blind and partially sighted people?

Here at the Royal Society for Blind Children we believe that every blind young person should have the chance to live life without limits. Our values of Trust, Energy, Ambition, and Motivation underpin everything we do, and by giving young people the essential skills to take control of their life, they can unleash their true potential.

We are looking for a supporter engagement and legacies executive to support the development of the teams fundraising activity.

The main purpose of this role is to implement a range of activities to recruit, retain and reactivate supporters and ensuring the best supporter experience to assist the team in delivering an annual net income growth.

Some of the key duties of the role include:

* Working with the supporter engagement and legacies marketing manager with developing and implementing individual giving activity across a range of channels and products.
* Work with the supporter engagement executive to ensure all warm appeal activity is delivered effectively on time and within budget including creation of briefing documents, feeding in to copy design to ensure that Gift Aid income is maximised.
* Support the development and testing of new creative ideas and acquisition activity including print and digital and ensuring acquisition activity is delivered from concept phase to campaign evaluation
* Work with the team to create and deliver supporter journeys which increase donor engagement, retention and lifetime value
* Produce data to analyse end of campaign, using learnings to make recommendations for future activity

In return we offer a competitive range of benefits including a generous annual leave allowance of 28 days (rising to 29 days after 3 years’ service) + bank holidays, an option to buy an additional 2 days of annual leave, Employee Assistance Programme, Perkbox, flexible working opportunities, 3% contribution towards pension, access to 24/7 GP, mental health care and dental advice via apps if member of pension scheme, season ticket loan. We are a welcoming, diverse and inclusive workforce and are a Disability Confident Employer. We also hold the Investors in People Silver Award.

**For further details on the role, please refer to the Job Description and Person Specification** <https://www.rsbc.org.uk/work-for-us/>

**Please apply by emailing your CV and a supporting statement which details how you meet the requirements of the role and person spec to** **recruitment@rsbc.org.uk**

**Closing date: Thursday 6 March, 12 noon**

**Interview: 10 or 11 March**

**To apply you will need to have the right to work in the UK. We do not provide any sponsorship.**

The Society is committed to safeguarding and promoting the welfare of children, young people and adults and expects all staff and volunteers to share this commitment. Therefore, all posts are subject to an Enhanced Disclosure check from the Disclosure and Barring Service and 2 satisfactory professional references. Registered Charity No.307892